



## **EXECUTIVE DIRECTOR/STAFF REPORT:** October 2009

- **Visitor Guide Fulfillments** Mail: **638** Downloads: **12** e-Brochures: **975**
  - Tour Texas – 132
  - Southern Living – 183
  - Texas Highways – 2
  - See Texas First – 308
  - Discover Texas – 13
  - See Texas First e-Brochure – 975
  - Tour Texas PDF Downloads – 12
- **Convention Groups Serviced:**
  - 3 groups: TASCd, Galderma, Frisco Assn for Arts
- **Site Inspections:**
  - Toured Arena w/CBS (Robert Kiyosaki Tour)
- **Meetings/Events Attended:**
  - Athlete Performance Institute Press Conference
  - CVB/Hotel Partner Bi Monthly Meeting
  - Conference Call w/NIRSA & PHP to finalize venue contract details
  - MPI Monthly Luncheon held at Embassy Suites Frisco
  - Website vendor meetings
  - NCAA Team Frisco Meeting
  - Shawnee Trail website live; exhibits open at Heritage Museum
  - Frisco Sister Cities
  - Entry Marker Master Plan Meeting
  - Chamber Luncheon at Westin
  - EDC Work Session (Heritage Museum)
  - Lakes Tennis Academy
  - Frisco Advisory Board Meeting at Westin
- **Presentations:**
  - Monthly Report to City Council
  - Town Hall Meeting
- **Sales Missions/Travel:**
  - New Orleans, LA – TEAMS Conference (Booth Received 40 Pre-Scheduled Appointments)
  - Birmingham, AL – Rejuvenate Conference, 24 personal appts
  - Plano – Overseas Brats conference, 5 appts

- **Special Projects**

- Super Bowl Host Committee – Preparing for NFL Venue FAM on Nov. 9-11; preparing electronic press kits
- Sports Event Magazine FAM on Oct. 16-18 (Writer & Photographer)
- Certified Tourism Ambassador Class
- Sports Article / Dallas Morning News CVB Interview
- Completion of FY10 Marketing Plan and Staff Goals